

# REQUEST FOR PROPOSALS FOR AWARD OF CONTRACT FOR MEDIA MONITORING SERVICES

The Office of the High Representative invites companies to submit proposals for awarding a contract for media monitoring services to cover BiH and regional media.

**Contract period:** 1 August 2021 – 30 June 2022 (11 months).

The Tender information is given in the following order:

## **I) Background**

## **II) Proposal Submission Conditions**

## **III) Selection and Award**

## **IV) Proposal Submission and Deadline**

## **V) Statement of Work**

### **I – Background**

The Office of the High Representative (OHR) is an *ad hoc* international institution responsible for overseeing implementation of civilian aspects of the Peace Agreement ending the war in Bosnia and Herzegovina. More information about the OHR and its mandate is available at [www.ohr.int](http://www.ohr.int).

The OHR requires concise and accurate media monitoring within strict deadlines on a daily basis. The products provided must cover key daily print and broadcast media, political magazine programs and publications in BiH and the region.

Media monitoring should provide a continuous source of information on main BiH political, social and economic issues as well as OHR related issues that can be used by the OHR for

its day-to-day operations and media relations.

The Contractor will have to be able to demonstrate long-standing engagement in this field with the ability to access/produce additional historical reports on demand.

All reports will be produced in English in a manner that is clear, accurate, and linguistically and grammatically correct.

The OHR is an open organisation, but any Contractor will have to demonstrate they can maintain client confidentiality.

## **II – Proposal Submission Conditions**

The proposal must be in English language.

Proposals shall contain the following:

- 1. Name and address of the company**, contact phone number, e-mail, the name of a contact person, and VAT registration number.
- 2. Balance Sheet** for the last accounting period.
- 3. Confirmation** that the Contractor is capable of monitoring the media outlets as set out in Section V, or clarification and possible alternatives if individual items cannot be monitored.
- 4. List of at current and previous references** with contact details and description of at least two (2) contracts similar in scope to this tender conducted in the last three (3) years.
- 5. Detailed CVs of key team members** and number of media monitors to be engaged under this contract.  
Key team members must have minimum of five years of professional experience in public communications.
- 6. Organization and methodology** for the performance of the contract: an outline of the approach proposed for contract implementation, control reviews and back-up functions.

**7. A description of historical information sources** available to the company for the production of *ad hoc* reports.

## **8. Sample reports**

All companies applying to this Tender will be contacted on **5 July 2021** and required to produce and submit to the OHR, free of charge, as example of their work, the following reports:

**a. one morning media report** covering electronic media monitoring from the previous evening and print media monitoring on the date of the report.

**b. two *ad hoc* reports** on any current-affairs topic in line with requirements as set out in the Section V.

Those reports will be used as part of the evaluation of the company's proposal.

Companies requiring any additional clarifications about these reports should contact Head of Logistics at [tender@ohr.int](mailto:tender@ohr.int) no later than **21 June 2021**.

**9. Price and terms of payment in KM, excluding VAT** – Detailed breakdown of costs for services described under Section V:

- a. Monthly price for Daily Reports,
- b. Unit price for ***ad-hoc*** Reports, historical and current,
- c. Unit price for Media Landscape Document.

The price shall include all costs related to the work. OHR standard payment terms are 30 days by bank transfer upon delivery and receipt of invoice.

10. The OHR shall pay VAT in accordance with the Law on VAT.

11. The proposal must be valid for acceptance for 60 days, and the price fixed for the duration of the contract.

## **III – Selection and Award**

The Contract will be awarded to the best price-quality ratio proposal in terms of:

- Cost. Weighting: 40%.
- CV of key team members. Weighting: 5%.
- Sample reports. Weighting: 30%.
- Organization and Methodology. Weighting: 10%
- Archive/Historical information sources. Weighting: 10%
- References. Weighting: 5%

The OHR reserves the right to end the Tender without awarding the contract.

OHR will not bear any costs of bidders related to the preparation of their proposals.

#### **IV – Proposal Submission and Deadline:**

Technical and financial offers shall be placed in separate sealed envelopes clearly marked **Technical offer** and **Financial offer**.

Both envelopes shall be placed together in the sealed envelope with the name and contact information of the bidder, clearly marked “REQUEST FOR PROPOSALS – MEDIA MONITORING SERVICES” and delivered

**NO LATER than 1 July 2021 by 17:00 hours to the following address:**

OHR  
Head of Logistics  
Emerika Bluma 1  
71000 Sarajevo  
Bosnia and Herzegovina

#### **Questions:**

We believe you have all the information necessary to prepare your proposal, but any questions or requirements for

clarification, should be sent in writing only to the Head of Logistics at [tender@ohr.int](mailto:tender@ohr.int), and not to other officers of the OHR. It is in all bidders' interest to register their intention to bid so that everyone may receive answers to any questions received. Please submit your registration to: [tender@ohr.int](mailto:tender@ohr.int).

## **V Statement of Work**

### **General requirements**

As a rule, all media monitoring reports will be produced in English. The Contractor is required to maintain accuracy and observe the highest professional, ethical and quality standards at all times.

#### **1. Daily Reports**

*Electronic* media monitoring reports shall be submitted on a daily basis **latest by 08:30 hours**. Special provisions concerning the format and deadlines may be agreed for submissions over the weekend, as well as official and religious holidays, while still meeting the general requirements herein.

- a. One media monitoring report should include the full coverage of central news programs of selected TV outlets from the previous day in chronological order of news items as broadcast.
- b. A second morning report should collate news items of interest from previous day's electronic media broadcasts and that morning's printed media. This report should be organized according to topic and cover top headlines, key political and socio-economic developments in the country, and OHR activities covered by the media.
- c. The Contractor will monitor TV political magazine programs **in BiH** and provide a summary in English of discussions/commentary on topics of interest to the OHR. The report shall be available by 08:30 the following morning.

Exceptions to this deadline may be allowed in case of special broadcasts or extenuating circumstances.

Reports will include headlines of articles covered, and translations of key quotations from politicians and others features in the reports that are of OHR interest. The reports will indicate in which each news item is published/broadcast. In the case of the print media, the briefs will give the page reference and the author; in the case of broadcast media, they will provide the journalist, sequence, and length of the report.

In order to produce products described above, the contractor will monitor the following media outlets:

**Daily newspapers:** Oslobođenje, Dnevni avaz, Dnevni list, Nezavisne novine, Glas Srpske, Večernji list, Jutarnji list, EuroBlic, Večernje Novosti.

**Weekly and bi-weekly magazines:** Dani, Globus, Vreme, NIN.

**Electronic media:** BHT1, FTV, RTRS, BNTV, O kanal, AJB, ATV, N1 BH, Nova BH, RTV HB, RTS, HRT1.

The above list may be subject to change during contract period depending on the availability of individual media outlets (technical availability, going out of circulation, emerging new relevant outlets, etc). In such cases, the contractor shall approach the OHR to provide objective reasoning and provide potential alternatives.

## **2. Ad Hoc Reports**

- a. Historical – upon request, the Contractor will produce a report on a specific issue over extended period of time.
- b. Current – The Contractor will monitor electronic and agency reporting of specific events when requested by the OHR.

## **3. Media Landscape**

The Contractor will provide a **Media Landscape Document** providing a high-quality, comprehensive, up-to-date, user-friendly overview of active media in BiH. The structure of the document should be agreed with OHR, however it should contain inter alia data on traditional and new media, readership and viewing figures, reporting trends, media organizations, media legislations.

Media Landscape Document must be delivered in January 2022.

The Contractor may be requested for update of the document in June 2022.

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